

**REMARKS**

Claims 1 through 20 were presented for examination in the present application. The instant amendment cancels claims 5, 18 and 20, and adds new claims 21 through 23. Thus, claims 1 through 4, 6 through 17, 19, 21 through 23 are presented for consideration upon entry of the instant amendment.

Applicant acknowledges with appreciation the telephone interview with the examiner and the examiner's supervisor.

Claims 2 and 9 have been objected to. Claims 2 and 9 have been amended to overcome the cited objections.

Claim 18 has been rejected under 35 U.S.C. §112, first paragraph. Claim 18 has been cancelled, thus, rendering this rejection moot.

Claims 1 through 20 have been rejected under 35 U.S.C. §112, second paragraph. Applicant respectfully submits that the amendment to independent claims 1 and 10 overcomes this rejection. Specifically, claims 1 and 10 (the remaining claims depend therefrom) provide that the method and system, respectively, for self-publishing a customized book by a user. As new claims 21 through 23 emphasize, the user is a young child. This interpretation is clearly and unambiguously supported by the specifically. Thus, reconsideration and withdrawal of this rejection are therefore requested.

Claims 1 to 9 have been rejected under 35 U.S.C. §101 as directed to non-statutory subject matter. The rejection of these claims is without merit in that claims 1 through 4 and 6 through 9 are directed to a method of self-publishing a book, which method is a statutory class. Thus, reconsideration and withdrawal of this rejection is respectfully requested.

Claims 1, 2, 5 though 12 15 through 17 and 19 have been rejected under 35 U.S.C. §103(a) based on Rifkin in view of Engel.

Claim 1 provides a method of self-publishing a customized book by a user. The method comprises providing a board book having a plurality of blank pages, determining creative content for inclusion in said board book, disposing at the discretion of the user at least a portion of said creative content on an adhesive label, and affixing said adhesive label to at least a portion of a page of said plurality of pages of said board book in any format and/or arrangement desired by the use. Claim 1 further provides that said creative content can be any content, size, color or any combinations thereof. Also, the at least a portion of said creative content disposed on said adhesive label is fully customizable. The steps of obtaining, determining, and affixing are performed under the direct control of the user so that said board book is customized in creative content and format and/or arrangement to create a story by the user into the customized book.

Rifkin, as acknowledged in the Office Action, "does not disclose that is was well known to place such stickers in a book" (page 12). Also, Rifkin is directed to toy vehicle

playsets in which desired printed stickers can be applied to a selected toy vehicle which has a particular selected design. Thus, Rifkin does not disclose or suggest (1) providing a board book having a plurality of blank pages, (2) determining creative content for inclusion in said board book, (3) affixing said adhesive label to at least a portion of a page of said plurality of pages of said board book in any format and/or arrangement desired by the use. Furthermore, Rifkin fails to disclose or suggest that the steps of obtaining, determining, and affixing are performed under the direct control of the user so that said board book is customized in creative content and format and/or arrangement to create a story by the user into the customized book.

As also acknowledged in the Action, "Engel does not specifically teach obtaining creative content for those stickers from a computer and disposing that creative content onto stickers using the computer printer". Also, Engel is directed to an album having a specific theme, a package of individual stickers and a decoder that allows a child to sneak peek at stickers that the child has not yet collected. Clearly, Engel fails to disclose or suggest determining creative content for inclusion in said board book; affixing said adhesive label to at least a portion of a page of said plurality of pages of said board book in any format and/or arrangement desired by the use; or the steps of obtaining, determining, and affixing performed under the direct control of the user, let alone so that said board book is customized in creative content and format and/or arrangement to create a story by the user into the customized book.

Thus, the combination of Rifkin and Engel clearly fail to disclose or suggest (1) determining creative content for inclusion in said board book, (2) affixing said adhesive label to at least a portion of a page of said plurality of pages of said board book in any format and/or arrangement desired by the user or (3) the steps of obtaining, determining, and affixing performed under the direct control of the user so that said board book is customized in creative content and format and/or arrangement to create a story by the user into the customized book. Accordingly, reconsideration and withdrawal of the Section 103 rejection of claim 1 is respectfully requested.

Claims 2 through 4 and 6 through 9 depend from claim 1. Therefore, for the same reasons expressed above with respect to claim 1, these claims are also patentable over the cited combination of Rifkin and Engel. Accordingly, reconsideration and withdrawal of the Section 103 rejection of claims 2 through 4 and 6 through 9 are also respectfully requested.

Independent claim 10 provides a system for self-publishing a customized book in which the system comprises: an input device for determining creative content for inclusion in the customized book, wherein said creative content can be any content, size, color or any combinations thereof; a processor for controlling the disposing of at least a portion of a representation of said creative content on an adhesive label, wherein said at least a portion of said creative content disposed on said adhesive label being fully customizable; an output device for performing said disposing; and a board book having a plurality of blank pages for affixing said adhesive label with at least a portion of said creative content disposed thereon to at least a portion of at

least one page of said plurality of pages. The determining, disposing, and affixing are performed under the direct control of said user so that said board book is customized in creative content and format and/or arrangement to create a story by said user into the customized book.

Again as acknowledged in the Office Action, Rifkin "does not disclose that is was well known to place such stickers in a book" (page 12). Also, Rifkin does not disclose or suggest a board book having a plurality of blank pages for affixing said adhesive label with at least a portion of said creative content disposed thereon to at least a portion of at least one page of said plurality of pages. Furthermore, Rifkin fails to disclose or suggest that the steps of determining, disposing and affixing are performed under the direct control of the user so that said board book is customized in creative content and format and/or arrangement to create a story by the user into the customized book.

Also as acknowledged in the Action, "Engel does not specifically teach obtaining creative content for those stickers from a computer and disposing that creative content onto stickers using the computer printer". Also, Engel fails to disclose or suggest (1) an input device for determining creative content for inclusion in the customized book, wherein said creative content can be any content, size, color or any combinations thereof, (2) that said at least a portion of said creative content disposed on said adhesive label is fully customizable, (3) a board book having a plurality of blank pages or (4) that the determining, disposing, and affixing are performed under the direct control of said user so that said

board book is customized in creative content and format and/or arrangement to create a story by said user into the customized book.

Thus, the combination of Rifkin and Engel clearly fails to disclose or suggest disclose or suggest a board book having a plurality of blank pages or that the steps of determining, disposing and affixing are performed under the direct control of the user, let alone so that said board book is customized in creative content and format and/or arrangement to create a story by the user into the customized book. Accordingly, reconsideration and withdrawal of the Section 103 rejection of claim 10 is respectfully requested.

Since claims 11 through 17 and 19 depend from claim 10, they also are patentable over the combination of Rifkin and Engel.

Newly presented claims 21 and 23 depend directly from independent claims 1 and 10, respectively, and provide that the user is a young child.

Newly presented claim 22 depends from claim 21, and further provides that each page of said plurality said pages has a paper core coated with a film laminate of about 3 mils on each side of said page for a page thickness of about 12 mils to about 18 mils.

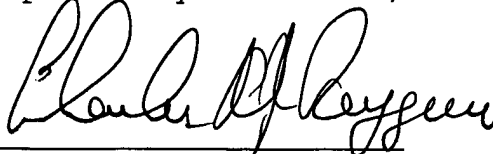
The present claimed invention has achieved success in local area schools in that a young child is permitted to create his/her own story in a personalized/customized book using the

techniques covered by the claims of the present invention. The present invention that provides determining creative content for inclusion in the customized book, wherein said creative content can be any content, size, color or any combinations thereof, and provides that the board book have a plurality of blank pages that can be customized in creative content and format and/or arrangement to create a story by the user into the customized book for the user, preferably a young child, has never been achieved by any known prior art. The features of claim 22, further provide a structure to the board book pages that clearly are not found in a young child's book.

In view of the above, it is respectfully submitted that the present application is in condition for allowance. Such action is solicited.

If for any reason the Examiner feels that consultation with Applicant's attorney would be helpful in the advancement of the prosecution, the Examiner is invited to call the telephone number below.

Respectfully submitted,



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